

# Emotion Engineers

Claudio Silvestrin & Jamie Durie

## Topics

### MY TASK: TO BE MODERN, TO BE TIMELESS by Claudio Silverstrin

“ I believe that good architecture is based on knowledge and philosophy, and is the expression of creative thought. A good architect is a creative thinker with a philosophic belief in a certain set of values, and who imposes his tasks upon himself to make every decision according to the goals of his mission. And so I set myself a task: to be modern and yet timeless, making beautiful spaces and buildings with forms that go beyond the fashions of time and ephemeral images.

In my work, the presence of ancient archetypes and natural materials are reinvented through the process of creative thinking, and are intertwined with the demands of modern living. These archetypes travel intact through time and far beyond it: they are constantly present in our souls.

Commonly seen above all in my projects is a love of natural elements – air, space, light, fire, water and earth. This is combined with the presence of clear geometry, elegant configurations, a tension between the abstract and the earthy, and a feeling of stability, calm and simplicity, though never in a banal sense. A good architect must never abandon his or her creative thinking. ”

### THE HUMAN GARDEN by Jamie Durie

“ What propels us to create gardens? Is it the aesthetics or do humans have connections to plants? Is it an emotional connection? And if that is the case then what type of emotions do gardens provoke in us and once we understand this, haven't we got an excellent opportunity to facilitate those emotions by making a more informed and comprehensive design decision with a careful blend of hardscape and the very things that evoke emotions in us, plants.

With this theory we let the human side of us be the design driver for our OUTDOOR ROOMS and as a result we will produce a more powerful and dynamic creation. ”

## Organised by

GENESIS-ALLIANCE



## Speakers



Claudio Silverstrin

The founder of Claudio Silverstrin Architects, Claudio Silverstrin is internationally-renowned for his work in private residence, commercial developments, art galleries, museums, domestic and retail interiors, and furniture designs. His more celebrated work includes 25 Giorgio Armani boutiques and buildings, the Museum of Contemporary Art in Turin, and Silverstrin's private designs for Calvin Klein, Anish Kapoor, and recently singer Kayne West in New York. His other clients include illycaffé, Boffi and Poltrona Frau.

His style philosophy is reflected in his awesome architecture in which matter and abstractness interact: austere but not extreme, contemporary yet timeless, calming but not ascetic, strong but not intimidating, elegant but not ostentatious.



Jamie Durie

Being a qualified horticulturist, Jamie Durie is an internationally-renowned landscape designer and founder of the PATIO Landscape Architecture and Design. With 32 international and national awards for landscape design, he has authored five books, *Patio – Garden Design and Inspiration*, *The Outdoor Room*, *The Source Book*, *Outdoor Kids* and *Inspired*.

He hosted the multi-awardwinning garden make-over show, *Backyard Blitz*, and is hosting *The Victory Garden* series on PBS network in America. He is also the resident garden designer on the Oprah Winfrey Show.

## Date & Venue

Date	11th October 2007
3.30pm	Registration & Refreshment
4.00pm	Welcome Note
	<a href="#">The Human Garden by Jamie Durie</a>
	<a href="#">My Task: To be Modern, to be Timeless by Claudio Silverstrin</a>
	Discussion Panel
6.00pm	End

Asian Civilisations Museum, Auditorium  
1 Empress Place, Singapore 179555

Parking is available at :One Fullerton & New Parliament House  
Accreditation – 6 CPD Points

## DETAILS

Emotion Engineers – 11 October 2007

Seminar Fee:	
SIA Member	S\$ 32.10
SIA Student Member	Complimentary Access
BOA/CIJC Member	S\$ 40.15
Non-Member	S\$ 64.20
Students	S\$ 16.05

Closing Date for Registration **10 October 2007**  
Enquiry (call Ms Woon Leng) Tel: (65) 6226 2668  
Fax: (65) 6226 2663

## REGISTRATION

Name: \_\_\_\_\_

NRIC No: \_\_\_\_\_

Membership No: [ ] SIA \_\_\_\_\_

[ ] CIJC (Pls specify Institution) \_\_\_\_\_ [ ] Student \_\_\_\_\_

[ ] BOA Reg No \_\_\_\_\_ [ ] Non-Member \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ (S) \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Bank/Cheque No: \_\_\_\_\_ Amount S\$ \_\_\_\_\_

Please forward your registration form and crossed cheque payable to "Singapore Institute of Architects" before the closing date to:



Ms Woon Leng  
Singapore Institute of Architects  
79B Neil Road Singapore 088904

**Registration will be on a First-Come-First-Served basis and will be accepted upon receipt of registration form and payment to SIA. Registration by fax will only be confirmed upon receipt of payment.**

Cheque payment for this activity **should not be** combined with payment for other SIA events/courses.

Fees paid are non-refundable under all circumstances. Replacement of participant will be allowed only if notification is made at least 3 days before the event.

Where a Non-Member replaces a Member (must be from the same organization) the fee difference will have to be made good to SIA prior to the event.

CPD PROGRAMME

SINGAPORE INSTITUTE OF ARCHITECTS

2007/111/ms/wl

## SYNOPSIS

### THE HUMAN GARDEN by Jamie Durie

What propels us to create gardens? Is it the aesthetics or do humans have connections to plants? Is it an emotional connection? And if that is the case then what type of emotions do gardens provoke in us and once we understand this, haven't we got an excellent opportunity to facilitate those emotions by making a more informed and comprehensive design decision with a careful blend of hardscape and the very things that evoke emotions in us, plants. With this theory we let the human side of us be the design driver for our OUTDOOR ROOMS and as a result we will produce a more powerful and dynamic creation.

### MY TASK: TO BE MODERN, TO BE TIMELESS

#### by Claudio Silverstrin

I believe that good architecture is based on knowledge and philosophy, and is the expression of creative thought. A good architect is a creative thinker with a philosophic belief in a certain set of values, and who imposes his tasks upon himself to make every decision according to the goals of his mission. And so I set myself a task: to be modern and yet timeless, making beautiful spaces and buildings with forms that go beyond the fashions of time and ephemeral images.

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## PROFILE



### Jamie Durie

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hosting The Victory Garden series on PBS network in America. He is also the resident garden designer on the Oprah Winfrey Show.



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## SINGAPORE INSTITUTE OF ARCHITECTS

CPD

PROGRAMME

Singapore Institute of Architects and Genesis Alliance jointly present

## Emotion Engineers Claudio Silverstrin & Jamie Durie



GENESIS-ALLIANCE

### Thursday, 11 October 2007

- 3.30pm Registration and light refreshment
- 4.00pm Welcome Address by SIA  
The Human Garden by Jamie Durie  
My task: To be Modern, to be Timeless  
by Claudio Silverstrin
- 5.30pm Questions & Answers
- 6.00pm End of seminar

## VENUE

Ngee Ann Auditorium  
Asian Civilisation Museum  
1 Empress Place  
Singapore 179555  
Parking is available at One Fullerton & New Parliament House

## ACCREDITATION

A Singapore Institute of Architects (SIA) registered activity. Participating in this activity will accrue 6 points towards the requirements of the SIA Continuing Professional Development Programme.

Registered as a CES Provider of American Institute of Architects (AIA). Participation in this activity will accrue Learning Unit Hours.

Supported by the Royal Institute of British Architects (RIBA) as valid CPD Hours for its members.

## Directions

ACM Empress Place is a 5-minute walk from the Raffles Place MRT station.

## Parking

Public parking is available along Empress Place next to the Museum building; at the basement carpark of the New Parliament House, at Six Battery Road and at One Fullerton across from the Fullerton Hotel.

